



Your Marketing, Cleared for Altitude

Engage thousands of aviation decision makers with proven reach and impact



Media kit 2026

UNMATCHED REACH

THE MOST ACCEPTED SOURCE FOR AVIATION NEWS

MRO 360° MAGAZINE



22,500+
Direct Distribution



60,000+
Inter-company
Distribution



12
Annual Editions

WEEKLY AVIATION HEADLINE NEWS



17,000+
Direct Distribution



57,500+
Inter-company
Distribution



50
Annual Editions

WEEKLY AVIATION MARKETPLACE



16,700+
Direct Distribution



57,500+
Inter-company
Distribution



50
Annual Editions

DAILY AVIATION NEWS ALERT



350,000+
Monthly Views



30,000+
Monthly Visitors

We Post on



LinkedIn

Corporate - 10,000+ followers
Staff - 11,000+ followers

AviTRADER

CUSTOMER TESTIMONIALS

HERE IS WHAT SOME OF OUR READERS HAVE SAID ABOUT AVITRADER PUBLICATIONS



Janelle Weber
Chief Culture Officer



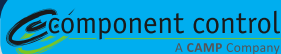
AviTrader is one of the few places we confidently invest our marketing dollars. The platform delivers real results and connects us with the right audience in the aviation industry every time.



Ramon Peters
Global Sales & Marketing Director,
Aero Norway



Aero Norway is very pleased to include AviTraderMRO in our advertising programme. They provide excellent insight across a wide range of industry topics and their articles are always well-researched and balanced. AviTrader was a pioneer in digital media and their forward-looking approach is reflected in the relationships they establish with aviation leaders – it is always a good read. As a specialist CFM56 engine MRO, we are keen to reach out to a broad customer base of airlines and lessors and AviTrader helps us to do that.



Sophia Esteban
Marketing & Events Manager



What I've valued most in working with AviTrader is their genuine partnership and attentive support. They make the process seamless and ensure our campaigns always achieve strong results."



James Bennett
Chief Commercial Officer



AviTrader is an extremely resourceful publication covering every aspect of the commercial aircraft industry in an authoritative and engaging approach. As an editorial and advertising vehicle, our participation in industry features, coverage of news announcements and the publishing of our adverts have benefited AerFin significantly from the association with the publication.



Candace DiMassimo
Director, Global Marketing & Events



WLFC has been a proud advertiser with AviTrader for many years, and we truly enjoy working with their team! Their industry expertise, targeted reach, and consistently high-quality publications (i.e., AviTrader Weekly, MRO 360° and other digital platforms) have made them a trusted partner in our global marketing efforts. Their platform has provided valuable visibility within our target market, and we appreciate the continued opportunity to align our brand with such a respected industry publication.



Joe Annibalini
SR Manager, GSP Marketing



I think your publication is world-class and I use the information on a daily basis



Becky Newell
Director of Marketing



AviTrader is a trusted channel that helps AJW Group engage directly with decision-makers across the aviation industry. Their coverage and opportunities for thought leadership keep our brand front and centre. When it comes to MRO news and views, AviTrader is truly up there with the industry's best – the black box you can always rely on.



Gina Colon
Head of Marketing



At Werner Aero, we value our partnership with AviTrader. Their industry reach has allowed us to connect with a highly relevant audience, ensuring our message resonates with the right people. Equally important is the outstanding support from the AviTrader team—responsive, flexible, and proactive in helping us maximize campaign effectiveness. Their professionalism and industry knowledge made the process seamless, and we look forward to continuing this strong partnership as we grow our presence in the market.

MRO 360°

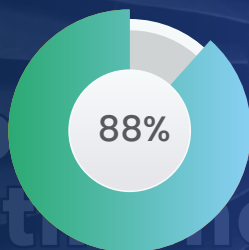
The Leading MRO Magazine in the Industry

Get featured in a subscription-free monthly magazine delivered straight to industry professionals.

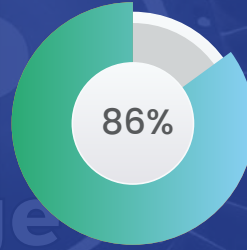
Each issue offers:

- Key insights into critical MRO trends
- Exclusive interviews with senior executives
- In-depth profiles of leading companies
- Published Monthly in **PDF**
- Published Quartley in **PRINT**

What our readers say



**EDITORIAL
CONTENT**
44% Excellent
44% Good



**LAYOUT &
READABILITY**
37% Excellent
49% Good



22,500+
Direct Distribution



60,000+
Inter-company
Distribution



12
Annual Editions

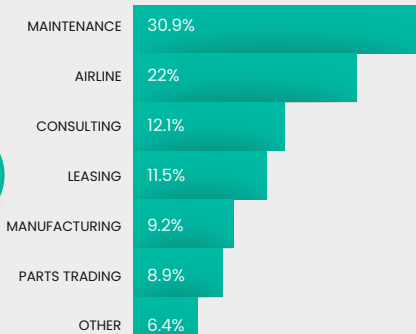


**2021, 2022 & 2023
MEDIA AWARD NOMINEE**
BEST PROPULSION SUBMISSION

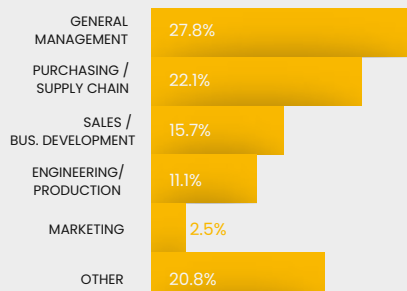
MRO 360°

Targetting the Right Key Decision Makers

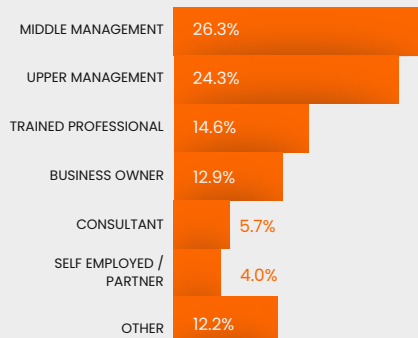
READERS BY INDUSTRY



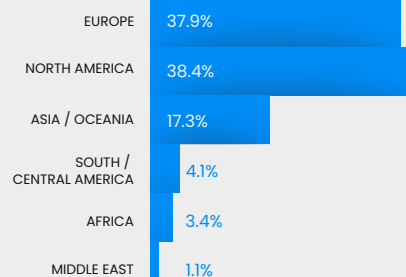
READERS BY DEPARTMENT



READERS BY POSITION



READERS BY REGION



AEROSPACE
MEDIA
AWARDS

2021, 2022 & 2023
MEDIA AWARD NOMINEE
BEST PROPULSION SUBMISSION

MRO 360°



EDITORIAL CALENDAR

Participate as a Contributor to elevate your Expertise

January

Engines

Maintenance Cost Management for Aging Engines

Environment

Environment
Effective aircraft transition management

February

Landing Gear

Optimizing Landing Gear Maintenance

Conversions

Passenger to Freightor Conversions

March

Components

Trends in Component Management & Supply Chain

Aircraft

Aircraft Transition Management

April

Supply Chain

Inventory Optimization

Aircraft

Engine LLP Management

May

APU

APU Maintenance Market Overview

Supply Chain

PMA Parts Review

June

Components

End of Life-Cycle Management

Wheels & Brakes

Wheels & Brakes Solutions

July

Software

MRO and Digitalization

Supply Chain

Surplus Inventory Solutions

August

Components

Component Support for Aging Aircraft

Software

AI in Aircraft Maintenance

September

Engines

Spare Engine Management & Solutions

Components

Avionic Repairs

October

Software

New Trends in MRO Software

Aircraft

Avoiding Heavy Maintenance Delays

November

Components

Component Repair or Replacement

Cabin

Cabin Trends

December

Components

Component Repair or Replacement

Cabin

Cabin Trends

Note: All articles will also be published in the quarterly print edition

If your company would like to participate, please contact us at -

Email - editorials@avitrader.com | Website - <https://avitrader.com/contact-us/>

WEEKLY AVIATION HEADLINE NEWS

DISTRIBUTION AND SUBSCRIBER BASE



Delivered every Monday in a sleek magazine-style format, AviTrader Weekly has been the industry's trusted flagship since 2005. With subscriber growth soaring at 20%+ per year, it reaches a powerful and ever-expanding audience of aviation professionals — **all at no subscription cost.**

Advertisers benefit from flexible opportunities to fit any budget, ensuring your brand gains maximum visibility in the industry's leading weekly aviation newsletter.

What our readers say



17,000+

Direct Distribution



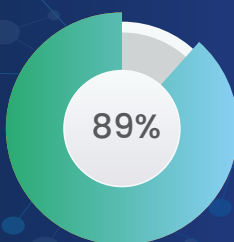
57,500+

Inter-company
Distribution

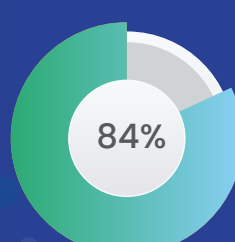


50

Annual Editions



**EDITORIAL
CONTENT**
37% Excellent
53% Good



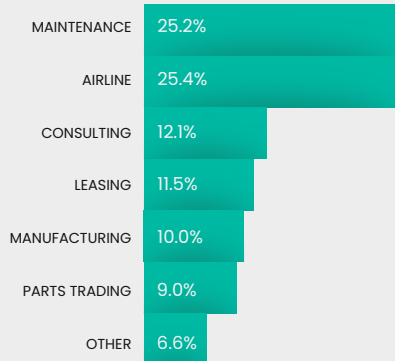
**LAYOUT &
READABILITY**
36% Excellent
49% Good

WEEKLY AVIATION HEADLINE NEWS

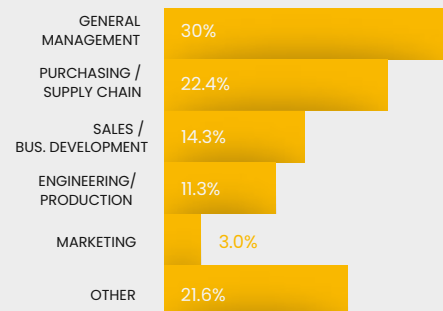
READERSHIP DEMOGRAPHICS



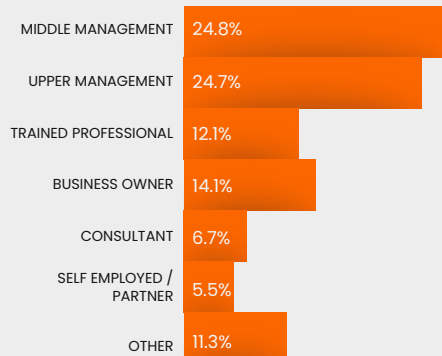
READERS BY INDUSTRY



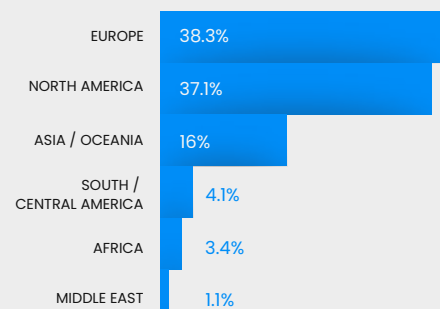
READERS BY DEPARTMENT



READERS BY POSITION



READERS BY REGION



DAILY AVIATION NEWS ALERT

Stay in front of the global aviation industry every single day.

Daily reach to decision-makers: Breaking headlines delivered straight to subscribers' inboxes, each story linked directly to the AviTrader website for maximum engagement.

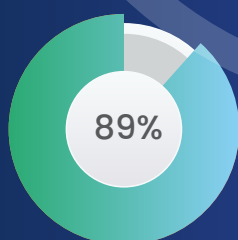
Premium ad visibility: Secure the exclusive top-position logo placement or choose from highly visible strip ads within the daily email.

Extended exposure: Your strip ad doesn't just appear in the newsletter—it also remains live for 24 hours on the AviTrader News landing page, ensuring additional brand impressions from our daily website traffic.

The Daily Aviation News Alert is the industry's go-to briefing. With unmatched consistency and high engagement, it's the perfect platform to keep your brand top of mind.

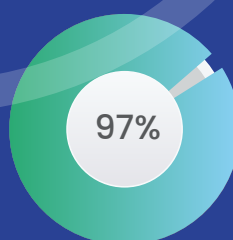


What our readers say



EDITORIAL CONTENT

31% Excellent
58% Good



LAYOUT & READABILITY

42% Excellent
55% Good



20,000+

Direct Distribution



60,000+

Inter-company
Distribution



248

Annual Editions

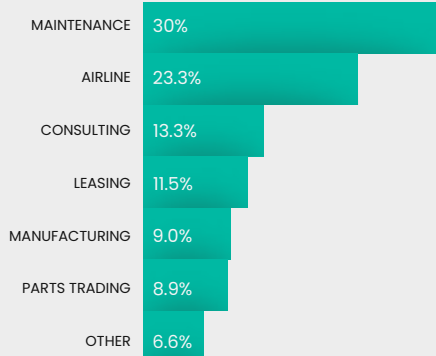
AVITRADER

DAILY AVIATION NEWS ALERT

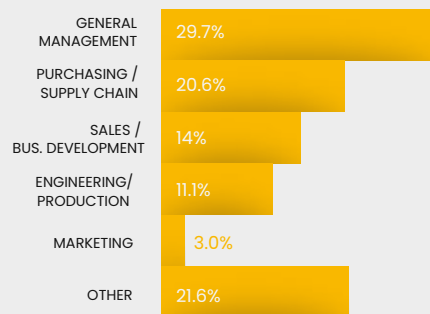
READERSHIP DEMOGRAPHICS



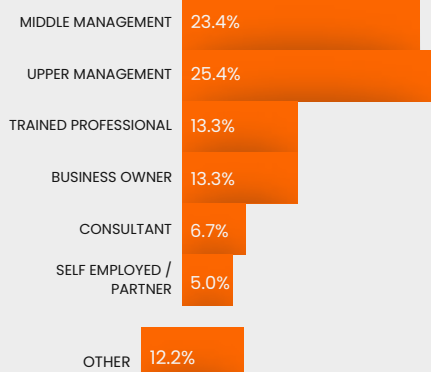
READERS BY INDUSTRY



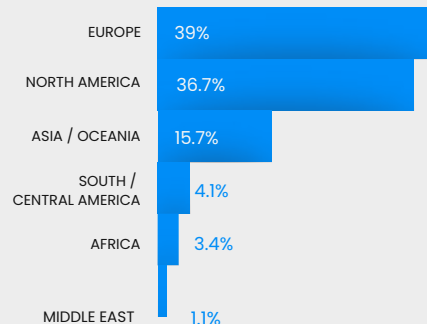
READERS BY DEPARTMENT



READERS BY POSITION



READERS BY REGION





350,000+ **30,000+**
Monthly Views Monthly Visitors

VIEWER BY REGION

| | |
|---------------|-------|
| Europe | 41.8% |
| North America | 35.3% |
| Asia Pacific | 15.2% |
| Middle East | 1.8% |
| Other | 5.90% |

VIEWER BY COUNTRY

| | |
|-------------------|-------|
| United States | 42.2% |
| United Kingdom | 7.8% |
| India | 4.2% |
| Canada | 3.8% |
| Germany | 3.5% |
| France | 3.7% |
| Spain | 2.9% |
| Singapore | 2.1% |
| Japan | 2.6% |
| China | 2.3% |
| Rest of the World | 25.0% |

Diverse readership - visited by a wide range of readers from different segments of the commercial aviation industry, including airline executives, aircraft manufacturers, maintenance and repair organizations (MROs), leasing companies, regulatory authorities.

Up to date commercial aviation posts - most up-to-date news, insights, and analysis on various aspects of commercial aviation, including airlines, aircraft, airports, regulations, and more.

Search Engine Optimized (SEO) - increases the visibility and reach of the content published on the website - maximizes the visibility of advertisements, helping advertisers reach a broader and more targeted audience.



Click to visit

ADVERTISING PRICES

MRO 360° MAGAZINE

(prices in US\$ per placement*)
* Volume and agency discounts available

| | |
|---|---------|
| Full page ad incl. LinkedIn push (digital only) | \$3,300 |
| Full page ad incl. LinkedIn push (digital and quarterly print) | \$4,300 |
| Half page ad landscape incl. LinkedIn push (digital only) | \$2,200 |
| Half page ad landscape incl. LinkedIn push (digital and quarterly print) | \$2,900 |
| Third page ad landscape (digital only) | \$1,900 |
| Third page ad landscape (digital and quarterly print) | \$2,500 |
| Quarter page ad landscape (digital only) | \$1,500 |
| Quarter page ad landscape (digital and quarterly print) | \$1,900 |
| White paper / advertorial incl. LinkedIn push (digital only) | \$3,800 |
| White paper / advertorial incl. LinkedIn push (digital & quarterly print) | \$4,900 |
| Sponsorship mail-out | \$700 |

WEEKLY AVIATION NEWS ALERT

(prices in US\$ per placement*)

| | |
|----------------------|---------|
| Full page ad | \$2,300 |
| Half page ad | \$1,700 |
| Third page ad | \$1,300 |
| Quarter page ad | \$900 |
| Sponsorship mail-out | \$700 |

AIRCRAFT AND ENGINE MARKETPLACE

Distributed with the Weekly Aviation Headline News

(prices in US\$ per week – minimum 5 weeks*)

| | |
|----------------------|-------|
| Listing 1 - 5 lines | \$40 |
| Listing 6 - 10 lines | \$60 |
| Display banner small | \$225 |
| Strip ad large | \$375 |

* Volume and agency discounts available

AviTRADER

ADVERTISING PRICES

DAILY AVIATION NEWS ALERT

(prices in US\$ per placement*)

| | |
|--|-------|
| Strip ad incl. same day news landing page banner | \$450 |
| Top position sponsorship banner | \$280 |

WEBSITE BANNER ADVERTISING

All pages excl. news landing page

(prices in US\$ per month*)

| | |
|--|---------|
| Exclusive top position XL banner | \$1,700 |
| Large standard strip banner position 1 | \$1,400 |
| Large standard strip banner position 2 | \$1,200 |
| Standard side banner | \$700 |

News landing page

| | |
|--|---------|
| Exclusive top position XL banner | \$3,400 |
| Large standard strip banner position 1 | \$2,800 |
| Large standard strip banner position 2 | \$2,400 |

* Volume and agency discounts available

TECHNICAL SPECIFICATIONS

| DAILY AVIATION NEWS ALERT | DIMENSIONS | FILE FORMAT |
|--|--------------------|-----------------|
| Strip ads | 1320 x 300 pixels* | JPG / GIF / PNG |
| Top position banner ad | 360 x 130 pixels* | JPG / GIF / PNG |
| *rendered to 50% of size to ensure highest quality | | |

| MONTHLY MRO MAGAZINE & WEEKLY AVIATION HEADLINE NEWS | DIMENSIONS | FILE FORMAT |
|--|--|-----------------------|
| Full page ad | (11.69" x 8.27" trim) 297mm x 210mm trim (11.85" x 8.43" bleed) 301mm x 214mm bleed (10.91" x 7.48" type area) 277mm x 190mm type area | PDF unflattened* |
| 1/2 page ad | (5.31" x 7.48") 135mm x 190mm | PDF unflattened* |
| 1/3 page ad | (3.54" x 7.48") 90mm x 190mm | PDF unflattened* |
| 1/4 page ad | (2.60" x 7.48") 66mm x 190mm | PDF unflattened* |
| Exclusive sponsor ad | 1320 x 300 pixels | PDF / JPG / GIF / PNG |

| AIRCRAFT & ENGINE MARKETPLACE (distributed with the WEEKLY AVIATION HEADLINE NEWS) | DIMENSIONS | FILE FORMAT |
|---|------------------------------|------------------|
| Strip ad | (1.18" x 7.48") 30mm x 190mm | PDF unflattened* |
| Display banner ad | (1.18" x 1.18") 30mm x 30mm | PDF unflattened* |

| WEBPAGE WWW.AVITRADER.COM | DIMENSIONS | FILE FORMAT |
|--|--------------------|-----------------|
| Banner ad standard | 582 x 284 pixels* | JPG / GIF / PNG |
| Banner ad large | 1320 x 300 pixels* | JPG / GIF / PNG |
| Exclusive news landing page banner (XXL) | 1800 x 300 pixels* | JPG / GIF / PNG |
| *scaled to ensure highest quality | | |

Our Team

sales and marketing



Tamar Jorssen

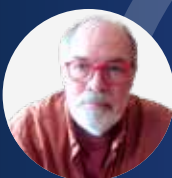
Vice President Marketing and
Sales Americas



Malte Tamm

Vice President Marketing and
Sales International

editorial staff



David Dundas

Editor



Heike Tamm

Editor in Chief



Volker Dannenmann

Graphics & Layouts

management



Torsten Tamm

Co-Publisher



Peter Jorssen

Co-Publisher

CORPORATE HEADQUARTERS

AviTrader Publications Corp.
Suite 305, South Tower 5811 Cooney Road
Richmond, British Columbia, Canada V6X 3M1

CONTACT US TO DISCUSS YOUR ADVERTISING OPTIONS

North American Sales Office

Tamar Jorssen

📞 +1 778 213 8543

✉️ tamar.jorssen@avitrader.com

European Sales Office (Berlin)

Malte Tamm

📞 +49 162 8263049

✉️ malte.tamm@avitrader.com

Press releases:

press@avitrader.com

Editorials

editorials@avitrader.com

Website

avitrader.com

We Post on



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